

SEARS

Spring through Summer 1960



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SEARS, ROEBUCK AND CO., MINNEAPOLIS 1, MINN.

Satisfaction guaranteed or your money back

Shop the Sears Telephone way
See page 636 to 539 for numbers to call
See page 649 for Order Blanks



[1] **The New Shoulder Line**, emphasized by a wide, square neckline . . . our copy of a French import dress of fine quality cotton Oxford cloth. Back zipper; fully lined bodice. Hand wash separately. Gloves sold on page 14. *Order correct size.*

Misses' sizes 10, 12, 14, 16, 18.

V31 K 7114—Black and white print. Shpg. wt. 1 lb. 8 oz. \$15.50
Tall Misses' 12T, 14T, 16T, 18T.

V31 K 7128—Black and white print. Shpg. wt. 1 lb. 8 oz. \$16.50

[2] **Draped Sleeves**, subtly balanced by a narrowed decolletage in our exact copy of this French import. Handsome pure silk fabric with a linen-like texture. Low neckline and zipper in back; French-contoured belt. Dry clean. *Misses' sizes 10, 12, 14, 16, 18.*
Order correct size. Shpg. wt. 1 lb. 8 oz.

V31 K 7835—Black

V31 K 7836—Beige..... \$29.50



Veiled Swirl-Clip Hat. Fits all. *State color* black (rayon velvet); or straw-cloth in white, canary yellow, parakeet (aqua) blue, lt. beige.

V78 K 1885—Shpg. wt. 8 oz. \$3.97

Clutch Bag. Tuck-in chain handle. Rayon satin lined. Coin purse, mirror. About 9x6 in. 10% Fed. Exc. Tax incl. 88 K 1147E—Black patent-look plastic 88 K 1146E—White pearl-tone plastic 88 K 1148E—Bone (ivory) leather-look plastic. Shpg. wt. 1 lb. 4 oz. \$5.47

Featherlite* Cling Sandal. Leather sole, slender 2 3/4-inch unbreakable heel.

Sizes: AA (narrow) 7, 7 1/2, 8, 8 1/2, 9.

B (med.) 5 1/2, 6, 6 1/2, 7, 7 1/2, 8.

State size and width. Wt. 1 lb. 9 oz.

X54 K 6320A—Black patent, clear vinyl

X54 K 6321A—White luster calf, vinyl

X54 K 6322A—Bone luster calf, vinyl. \$9.90

*Registered U.S. Patent Office



PARIS
designs

*imported, then faithfully
copied by Sears in
fine American fabrics*

The Fluid Silhouette stars for evening in the airiest and most feminine of fabrics, nylon chiffon. Softly draped bodice with billowy skirt worn over a bare-top, fully lined sheath which is, in fact, another dress. Back decolletage and zipper. French-contoured belt. Dry clean. Shipping weight 2 pounds.

Misses' sizes 10, 12, 14, 16, 18. *State size.*
V31 K 7750—Violet and peacock
blue floral print on white.....\$24.50

*For shipping information
see page 7*

The Jewelry . . . in choice of gold color with topaz or emerald aurora or silver color with sapphire. *State choice.* 10% Fed. Exc. Tax incl.
4K3889E—Necklace adj. to 16 in. Wt. 4 oz. **\$3.98**
4K3891E—Bracelet. 7-inch. Wt. 2 oz. 2.00
4K3890E—Earrings. 1 1/4 in. clip. Wt. 2 oz. .. 2.00
4K3892E—Pin. 2 3/4-inch. Wt. 2 oz. 2.00



Necklace and Earring Set.
Mock pearls and aurora crystals... for summer elegance. 2-row necklace adjusts 13½ to 16 inches. Earrings, clip back. ¾-inch. 10% Fed. Exc. Tax included. *State color:* yellow, pink or blue.
4 K 3899E—Wt. 4 oz. **\$3.98**
See page 7 for shipping information



Sing a song of summer



A Subtle Bell Silhouette shaped with the finesse of the French couture. Copied by Sears in a rayon and cotton fabric that looks like pure heavy linen. The details of its flawless tailoring: notched neckline and hemline, outlined with stitching; French-contoured belt and a full lining. Dropped shoulder; front skirt panel with hidden pockets. Hand wash separately. Shpg. wt. 1 lb. 11 oz.
State Misses' sizes 10, 12, 14, 16, 18.
V31 K 7116—Canary yellow
V31 K 7117—Lime green.....**\$14.50**

Feather Pillbox Hat. Fits all sizes.
Please state color: all canary yellow, all white; black with white, or royal blue with light blue.
V78 K 1840—Shpg. wt. 8 oz....**\$6.97**



in CANARY YELLOW

[1] The Coachman Dress in oversized woven checks of cotton and Arnel triacetate. Fashioned with emphatic collar, a great sweep of skirt and a sextet of pearl-look buttons. Hand-bound buttonholes. Step-in style. Hand wash separately. *State Junior* size 7, 9, 11, 13, 15. V31 K 7620—Canary yellow
V31 K 7621—Turquoise green. Shpg. wt. 1 lb. 12 oz. \$16.50

[2] The Shirtwaist interpreted here with an ingenious flair, unmistakably continental. In balance, big patch pockets and a wide skirt. Step-in style of Arnel triacetate and cotton broadcloth; hand wash separately. Shpg. wt. 1 lb. 8 oz. *Misses'* sizes 8, 10, 12, 14, 16, 18. X 31 K 6346—Canary yellow
X 31 K 6347—Parakeet blue (light). *State* size \$10.50

Leather Clutch Bag. Rayon lined. 11x4 in. 10% Fed. Exc. tax incl.
88 K 495E—Canary yellow
88 K 494E—Parakeet (aqua) blue
88 K 493E—Flamingo pink
88 K 496E—White. Wt. 1 lb. \$3.97

Square throat pump with pointed toe. Leather sole, 2½-inch heel.
Sizes: AA (Narrow) 7, 7½, 8, 8½, 9.
B (medium) 5½, 6, 6½, 7,
7½, 8, 8½ and 9.
State size and width. Wt. 1 lb. 9 oz.
X54 K 6473—Canary yellow kid
X54 K 6474—Parakeet blue kid
X54 K 6475—Flamingo orange kid \$10.70

Leghorn Straw Sailor Hat. Grosgrain band, streamers. Fits 21¾ to 22½ in. Shpg. wt. 2 lbs. 4 oz.
V78 K 1810—Leghorn yellow. \$4.97



[1]

[2]



[1] **Woven Checks** of cotton and Arnel triacetate broadcloth. Delightful coat dress with organdy ruching, French-contoured belt. Hand wash separately. Shipping weight 1 lb. *Misses' sizes 8, 10, 12, 14, 16, 18. Order correct size.*
V31 K 7120—Lilac and white \$12.50
V31 K 7121—Turquoise and white \$12.50

[2] **Polka Dots** on an easy-care fabric of cotton and Arnel triacetate. Step-in style; roll-up sleeves; shoulder yoke and center pleat in back of bodice. Hand wash alone; drip dry. *Misses' sizes 10, 12, 14, 16, 18. State size. Shpg. wt. 1 lb.*
X31 K 6348—Lilac and violet dots on petal lilac
X31 K 6349—Bright green, lime dots on petal green... \$10.50

Pillbox Hat. Crisp, sewn straw braid, all the more beautiful for its gleaming rayon satin bow. Veil. Fits 21 $\frac{1}{4}$ to 22 $\frac{3}{4}$ in. *State color white, black, light beige or navy.*
V78 K 1935—Shipping weight 8 ounces. \$4.97

the SHIRTWAIST

Lilac Jewelry . . sprightly green leaves and rhinestone accents to brighten any costume. 10% fed. exc. tax incl. Shpg. wt. each 2 oz.
4 K 3782E—Pin with safety catch. 3 $\frac{1}{2}$ -in. \$2.00
4 K 3783E—Earrings, clip back. 1 $\frac{1}{4}$ in. ... 1.00



... a Beautiful Classic

Pure Silk Broadcloth faultlessly tailored with mitered collar and cuffs detailed with rows of fine stitching. Falling free, the skirt's unpressed, double box pleats. Step-in style: buttoned cuffs; French-contoured belt. Hand wash separately.

Misses' sizes 10, 12, 14, 16, 18.
Order correct size. Shipping weight 1 lb.
V 31 K 7762—Lilac
V 31 K 7763—Light beige
V 31 K 7764—Light blue \$21.50

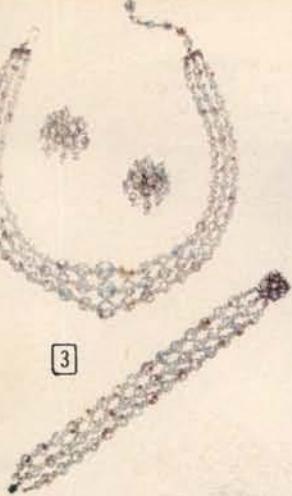
MEASURE TO BE SURE . . . complete how-to-measure information and charts on page 646

SHIPPING INFORMATION. Catalog numbers beginning with "V31" and "V78" shipped from Philadelphia or Chicago; with "X31" shipped from Philadelphia, Chicago, Kansas City or Atlanta; with "X54" shipped from Philadelphia, Chicago, Kansas City or Atlanta; with "V54" shipped from Chicago or Philadelphia. Allow postage from your mail order house.

Handbag. Our plastic beadette pouch has such a fresh, summery look, goes with everything you wear. Wipes clean. Rayon lined. About 15x8 in. 10% Fed. Excise Tax incl.
88 K 1082E—Pastel multicolor
88 K 1080AE—Chalk white
Shpg. wt. 1 lb. 8 oz. \$5.97



it's SHEER romance



[3]

[1] Billowy Rayon Chiffon fashions this enchanting shirtwaist, elegant in its simplicity. Step-in style with tucking in front. Fully lined with acetate taffeta. Dry clean. Jewelry sold on page 3. *Misses' sizes 10, 12, 14, 16, 18; Half sizes 12½, 14½, 16½, 18½, 20½, 22½. Please order correct size.*

V31 K 7828—Beige

V31 K 7829—Medium copen blue

V31 K 7830—Black

Shpg. wt. 1 lb. 1 oz. \$17.50

The Picture Hat . . . romantic, unforgettable. Wide-brim straw with flowers and rayon velvet band. *State color beige (as shown); black with white; or all white. Fits 21½ to 22½ in.*

V78 K 1890—Wt. 2 lbs. 6 oz. \$14.97

[2] Misty Rayon Chiffon drifts over acetate taffeta in an intriguing dress with deep "V" in the underbodice, front and back. A full skirt billows out from the draped cummerbund. Back zipper. Dry clean. *Misses' sizes 8, 10, 12, 14, 16, 18. Please state size.*

V31 K 7831—Dark coffee brown

V31 K 7832—Black

V31 K 7833—Deep peony

rose. Shpg. wt. 1 lb. 8 oz. \$15.50

[3] Aurora crystal Jewelry of beautifully cut iridescent beads. 10% Federal Excise Tax included.

4 K 3876E—3-row necklace, adjusts 14½ to 16½ in. Wt. 10 oz. \$8.98

4 K 3877E—1-row necklace, adjusts 14 to 16½ inches. Wt. 4 oz. \$3.98

4 K 3878E—Shower drop earrings, clip back. 1¾ in. Wt. 3 oz. \$3.98

4 K 3879E—Bracelet. Wt. 3 oz. 3.98

[4] Tintable pump . . . dye it to match your colorful outfit. Leather sole. 2¾-inch unbreakable heel. Silk-look fabric. Shpg. wt. 1 lb. 9 oz.

Sizes: AA (narrow) width 7 to 9.

B (medium width) 5½ to 9.

Half sizes too. *Please state size, width.*

V54 K 6325—White

V54 K 6324—Black \$8.70



[1]



[2]



[4]



[1] Silk Organza, crisp and lustrous, fashions a dramatic dress you can wear three ways. Wear the sheath with or without its peplum, or wear the peplum as a capelet. Acetate taffeta lining. Back zipper. Dry clean. *State size.*
Junior sizes 7, 9, 11, 13, 15. Shpg. wt. 14 oz.
 V31 K 7084—Med. blue
 V31 K 7085—
 Black.....\$12.84

[2] Rayon Chiffon, graceful and flattering in every detail. Rows of dyed-to-match lace on tucked bodice and midriff. Back zipper. Acetate taffeta lined. Dry clean. Bag sold on page 10. Shpg. wt. 1 lb. 5 oz.
Fits Juniors and Misses.
State size 7-8, 9-10, 11-12, 13-14, 15-16.
 V31 K 7091—Black
 V31 K 7090—
 Red.....\$14.50



[3] Nylon Chiffon brushed with vivid color creates this exciting bouffant fashion. Cowl collar is V'd in back with zipper. Acetate taffeta lining. Dry clean. *State size.* Wt. 1 lb. 8 oz.

Misses' sizes 12, 14, 16, 18, 20.
 X31 K 6344—Gold and brown on yellow
 X31 K 6345—Copen blue and green on white.....\$10.84
Tall Misses' 12T, 14T, 16T, 18T, 20T.
 X31 K 6356—Gold and brown on yellow
 X31 K 6357—Copen blue and green on white.....\$11.84

For shipping information please see page 7

[3]
 Also Tall
 Misses' sizes

for the BELLE..

Flocked Dots on a cloud of sheer nylon organdy. Rayon velvet ribbon straps, bows. Side zipper; fully lined; net petticoat. Short bouffant. Dry clean. Shipping weight 1 lb.

Fits Juniors and Misses.
State size 7-8, 9-10, 11-12,
13-14, 15-16.

V31 K 8150C—Black dots
on white.

V31 K 8151C—
Pastel blue dots
on white..... \$18.50



Billowy Nylon Tricot with a full, full skirt. Pleated bodice and set-in cummerbund. In back . . V-neckline and zipper. Fully lined; net petticoat. Short bouffant. Dry clean.

*Misses' sizes 10, 12, 14,
16, 18, 20. State size.*

V31 K 8155—Light green

V31 K 8156—Light pink

V31 K 8157—White

Shipping weight

2 lbs. 3 oz..... \$18.50

Roses Bloom on sheer white nylon organza. Fully lined; net underskirt. In back . . deep V-neckline, bow and streamers; zipper. Short bouffant. Dry clean. Shipping weight 2 lbs.

*Juniors' sizes 7, 9, 11, 13,
15. State size.*

V31 K 8160C—Rose and

green print

V31 K 8161C—Yellow

gold and moss

green print..... \$14.50



Simulated Pearls with aurora stones and enamel accents. State gold color with pink, yellow or Mint green.

4 K 3903E—Necklace adjusts to 15½ inches.

4 K 3904E—1½ inch clip back

earrings

4 K 3905E—7 inch bracelet

Shipping weight

each 2 oz..... Each \$2.50

Formal Glove. Double woven nylon. 3 sham pearls inside wrist. About 22 in. long. Hand wash. Shpg. wt. 3 oz. State size 6½, 7, 7½, 8.

88 K 5401—White..... \$2.97

Bow-handle Clutch Bag. Rayon satin. Coin purse, mirror. Lined. About 8¾x5¾ in.

10% Fed. Exc. Tax included.

88 K 1068E—Pink

88 K 1070E—Light aqua blue

88 K 1069E—Black

Shpg. wt. 1 lb..... \$5.97

or the BRIDE..



The Bridesmaid's Dress, sheer nylon organza. Fully lined; net petticoat; boned bodice. Flower included. Dry clean. *Misses' sizes 10, 12, 14, 16, 18. State size.* Shpg. wt. 3 lbs.

Long length

V31K8165C—Yellow

V31K8168C—Yellow

V31K8166C—Lt. aqua blue

V31K8169C—Lt. aqua blue

V31K8167C—White. \$21.50

V31K8170C—White. \$19.50

Dresses on these 2 pages shipped from Philadelphia or Chicago, whichever is nearer; others from mail order house. Allow postage from mail order house.

The Wedding Gown interpreted in beautiful Chantilly-type lace of nylon-and-acetate with nylon net. Molded bodice with buttoned sleeves, skirt of net ruffles with overskirt of scalloped tiers. Side zipper. Dry clean. *Misses' sizes 8, 10, 12, 14, 16, 18. State size.*

V31K8171C—White (long length). Shpg. wt. 4 lbs. \$34.50

V31K8172C—White (waltz length). Shpg. wt. 3 lbs. \$29.50

Nylon Tulle Veil with pretty "halo" crown. White. (Shipped from factory in New York City. Allow postage from mail order house.) Shpg. wt. 3 lbs.
F78 K 1855—Fingertip.. \$19.97
F78 K 1856—Shoulder length..... 15.97

For the Bride's Mother . . . rayon and nylon lace over acetate taffeta. Back has V-neck, looped taffeta streamers, zipper. Dry clean. *State Misses' size 12, 14, 16, 18, 20. Wt. 2 lbs.*
V31 K 8175—Lt. aqua blue
V31 K 8176—Beige. \$19.50



PURE SILK




PARIS
design

Intricate Draping . . . a dress with subtle, assured lines. In expensive silk shantung and completely lined with sheer nylon. The same controlled pleats as in front shape the back of the skirt. French-contoured belt; back zipper. Dry clean. Crystal necklace and earrings sold on page 8. *Order correct size.*

Misses' sizes 10, 12, 14, 16, 18. Shipping weight 1 lb. 10 oz.

V31 K 7840—Chartreuse, aqua and peacock blue print \$25.50
V31 K 7841—Gold, coral red and taupe print \$25.50

Dresses on these 2 pages shipped from Philadelphia or Chicago, whichever is nearer. Allow postage from mail order house.



Sheer Sophistication in silk shantung with chiffon. A provocative dress, subtly shaped, elegantly detailed. High neckline in back; soft set-in cummerbund. Fully lined; back zipper. Dry clean. *State size. Shpg. wt. 1 lb. 8 oz.*

Misses' sizes 10, 12, 14, 16, 18, 20.

V31 K 7705—Black \$15.50

Fold-over Clutch Purse in shantung. Gold-color metal chain handle can be tucked inside. Coin purse. Rayon satin lined. Folded, about 10x5 in. 10% Fed. Exc. Tax included. Shpg. wt. 1 lb.

88 K 1167E—Black 88 K 1168E—Navy \$5.97

MEASURE TO BE SURE . . .
see measurement charts on page 646

makes every moment elegant



[1] **The Elongated Bodice**,
an important Paris look,
skillfully done in sheer silk
organza. Step-in dress; fully
lined. Dry clean.

State Misses' size 8, 10, 12,
14, 16. Shpg. wt. 2 lbs.

V 31 K 7845—Peacock blue

V 31 K 7846—Bright
green. \$18.50

[2] **A Draped Overbodice**
in front softens this well-
shaped sheath of silk shantung.
Rhinestone ornament;
back zipper. Dry clean.

Misses' sizes 12, 14, 16, 18,
20. Order correct size.

Shipping weight 11 ounces.

V 31 K 7122—Peacock blue
and leaf green print

V 31 K 7123—Bright rose
and moss green
print. \$14.50

[1]

[2]

[3]



[3] **Wide Collar, Shaped Skirt** . . . smart interpre-
tation of the shirtwaist. The fabric is beautiful
silk shantung. French-contoured belt. Coat style.
Dry clean. *State size*. Shpg. wt. 1 lb. 8 oz.

Misses' sizes 10, 12, 14, 16, 18.

V 31 K 7843—Light parakeet blue with deep para-

keet blue dots

V 31 K 7844—Navy with white dots . . . \$19.50

[4] **Coro Watch**. Florentine finish. 1-jewel, anti-
magnetic, unbreakable mainspring. Postpaid.
(Shpg. wt. 4 oz.)

4 K 1658E—*State* white or yellow gold color. \$17.55

[5] **Gold color chain Jewelry** with mock baroque

pearls, aurora crystal. Necklace adj. to 17 in.

4 K 3774E—14-row necklace. Shpg. wt. 4 oz. . . \$5.98

4 K 3776E—9-row bracelet. 7½ in. Wt. 3 oz. . . 2.98

4 K 3775E—Earrings, clip back. Wt. 2 oz. . . 2.00

Items (4) and (5) include 10% Federal Excise Tax.



THE SHEATH and its

[1] Moygashel Irish Linen Shrug.
Mock pockets. Hand wash alone. *State bust size* small (30-32); medium (34-36); large (38-40) inches. Shpg. wt. 1 lb. 7 oz.
88 K 8861—Yellow
88 K 8863—Beige
88 K 8862—Black \$6.97

[2] Straw Tote Bag from Italy.
Rayon lined. About 11x14 in.
88 K 1154E—Turquoise
blue. Shpg. wt. 1 lb. 12 oz. \$5.97

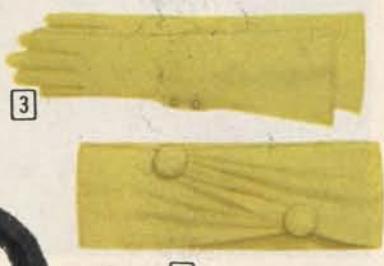
[1]



[2]



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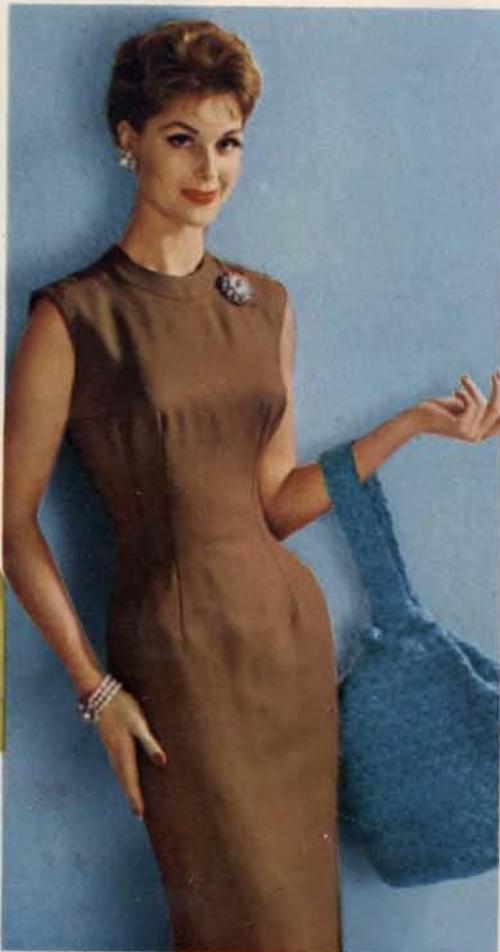
[4]



[5]



[6]



[3] Gloves. Double woven nylon. About 14 inches long. Hand washable.
State size 6½, 7, 7½, 8.
88 K 5590—Canary yellow
88 K 5589—Flamingo pink
88 K 5591—Parakeet (aqua) blue
88 K 5588—Light beige
88 K 5587—White
Shpg. wt. 3 oz. \$2.97

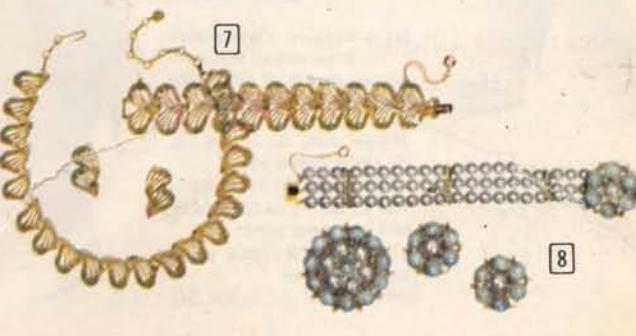
[6] Basket Handbag of sturdy rattan with leather trim . . . another handsome import from Italy. Gold-color metal turn lock closing. Unlined. Room inside for everything. About 13x12 inches.
88 K 1156E—Natural tan with brown
Wt. 1 lb. 12 oz. \$9.97

[4] Cummerbund. Straw-look rayon. Button trim. Hook closings. Rayon faille lined. About 4 in. wide.
State waist size 24, 26, 28 in. Shpg. wt. 5 oz.
88 K 8167—Canary yellow
88 K 8168—Turquoise blue..... \$1.97

[7] Enamored Jewelry. *State* brown or green with yellow. Wt. each 3 oz.
4 K 3893E—Necklace adjusts to 15¾ in. \$2.98
4 K 3894E—1 ¼ -in. clip back earrings. \$2.00
4 K 3895E—7 ½ -in. bracelet . . . with safety chain. \$2.98

[5] Pouch Handbag from Italy in sparkling black straw. Long, one-piece handle pulls through double rings on each side. Button, loop closing. Size about 12x8 in. Shpg. wt. 1 lb. 8 oz.
88 K 1153E—Black..... \$8.97

[8] Fresh water Pearls with turquoise inserts. Wt. each 3 oz.
4 K 3797E—3 - row bracelet with cabachon clasp and safety chain. 7½ inches..... \$6.98
4 K 3798E—2-in. pin with safety catch. \$5.00
4 K 3799E—1 ¼ -in. clip back earrings. \$3.50



Catalog Numbers on these 2 pages ending in "E" include 10% Fed. Excise Tax in price

accessories



[9] **Genuine Leather Belt.** About 4 in. wide. Rayon lined. *State size* small (22-24); medium (26-28); large (30) in. 88 K 8169—Black
88 K 8170—White. Shpg. wt. 4 oz. \$2.97

[10] **Slim Carry-all Wallet.** Morocco-grained pigskin. Rayon lined. Closed, about 7x4 in. Shpg. wt. 6 oz. 88 K 1641 AE—Black. \$3.27
(For additional colors see page 82)

[11] **Baroque Bead Jewelry.** in either black and white enamel or fresh water pearls with aurora accents. *State choice.* 4 K 3795E—Necklace. Adjusts to 15 $\frac{1}{4}$ in. Shpg. wt. 10 oz. \$7.50
4K3796E—Earrings, clipback. Wt. 2 oz. 2.00

[12] **White Shrug.** Linen-look rayon; black Schiffli embroidery. Dry clean. *State bust size* small (30-32); medium (34-36); large (38-40) inches. 88 K 8860—Shpg. wt. 12 oz. \$3.97



[9]



[10]



[11]



[12]



Moygashel Irish Linen Sheath . . versatile classic in a beautiful imported fabric that is famous for its ability to wear, to wash and to shed wrinkles. Here in four important colors, it is skillfully shaped with bust and midriff darts, simply detailed with high banded jewel neckline; back zipper. Hand wash separately.

Misses' sizes 8, 10, 12, 14, 16, 18.
State size. Shpg. wt. 1 lb. 4 oz.
X31 K 6350—Light spice brown
X31 K 6351—Canary yellow
X31 K 6352—White
X31 K 6353—Black \$10.84

High-crowned Cloche Hat. Rayon faille. Fits 21 $\frac{1}{4}$ to 22 $\frac{3}{4}$ in. *Colors:* black, white, spice (med.) brown, lt. beige, lt. gray. *State color.* V78 K 1820A—Wt. 1 lb. 2 oz. \$4.97

Straw Tote Bag from Italy. Rigid handles. Rayon lined. About 15x12 inches. Shipping weight 1 lb. 12 oz. 88 K 1155E—Raspberry... \$6.77

Hat shipped from Philadelphia or Chicago, whichever is nearer. Dress shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Allow postage from your mail order house.

A Mary Lewis Knit made in Italy

Continental costume of Merino wool in a fine-gauge flat knit. Free-swinging jacket with knit edging of contrasting color. Pullover sweater with short raglan sleeves, buttoned back neck closing. Jacket and sweater are full fashioned by hand. Skirt has elasticized waist, 3-inch hem. Hand wash separately. *State Misses'* size 10, 12, 14, 16, 18. Shipping wt. 2 lbs. 8 oz.
 V31 K 8228—White with navy blue trim
 V31 K 8229—Royal blue with light blue trim \$25.50



[1]

[2]

Washable Knits

Orlon® Acrylic Fiber

[1] **Versatile Ensemble** includes cardigan jacket, blouse with lace-yoke and batteau neckline, slim skirt with elasticized waist. Belt included. Machine washable . . . needs no blocking. *Misses' sizes 10, 12, 14, 16, 18. Please order correct size.*
 V31 K 8230—Turquoise blue V31 K 8231—White
 V31 K 8232—Coral pink. Shipping weight 2 lbs. \$13.50

[2] **Dressmaker Suit.** Jacket with fringe collar; skirt with elasticized waist. Machine wash; no blocking. Bag sold, page 5. *Misses' sizes 10, 12, 14, 16, 18. Please order correct size.*
 V31 K 8233—Canary yellow V31 K 8235—White
 V31 K 8234—Light open blue. Shpg. wt. 2 lbs. \$10.50
Half sizes 14½, 16½, 18½, 20½, 22½. Please order correct size.
 V31 K 8236—Canary yellow
 V31 K 8237—Light open blue. Shpg. wt. 2 lbs. \$11.50



Smart Jewelry. Lucite leaves with colored stones. *State* gold with lilac or melon; or silver color with turquoise.
 4 K 3926E—Necklace. Adjusts to 16 in. Wt. 4 oz. \$2.98
 4 K 3927E—Earrings, clip back. 1¼ in. Wt. 2 oz. 2.00
 4 K 3928E—5-row bracelet. 7¾ in. Wt. 2 oz. 2.00
Jewelry prices incl. 10% Fed. Exc. Tax

Imported Pure Irish Linen



[1] Lace-trimmed Sheath in a fine, firm fabric. Floral applique and all-around bands of dyed-to-match cotton lace. Back zipper. Hand wash alone. *Misses' sizes 12, 14, 16, 18, 20.* Order correct size. Shipping wt. 1 lb. 3 oz. V31K 7106—Flamingo pink \$14.84

[2] Big Button Dress. A slim coat style tailored with simple lines and smart details. Buttons are half-hidden by tucked panel. Hand wash separately. *Misses' sizes 10, 12, 14, 16, 18.* Order correct size. Shpg. wt. 1 lb. 8 oz.

X31K 6326—Black
X31K 6327—Med. parakeet blue. \$10.84

Numbers on these 2 pages beginning with "V" shipped from Philadelphia or Chicago; with "X" from Philadelphia, Chicago, Kansas City or Atlanta. Allow postage from your mail order house. Be sure to measure . . . see page 646.

[3] Sweater Dress. A beautifully tailored dress in an excellent quality fabric. Back zipper. Orlon® acrylic knit sweater has linen trim and beading. Hand wash separately. Shpg. wt. 2 lbs. *Misses' sizes 10, 12, 14, 16, 18. State size.*
V31K7895—Lavender V31K7897—Black
V31K7896—Light beige \$16.84
State Half size 12½, 14½, 16½, 18½, 20½, 22½.
V31K7927—Lavender V31K7929—Black
V31K7928—Light beige \$17.84

Envelope Bag. Braided ribbon and straw-like toyo. Bamboo handle. Rayon lined. About 10x9 in. From Japan. 10% Fed. Exc. Tax included. Shpg. wt. 1 lb. 4 oz.
88 K 1140E—White
88 K 1141E—Natural beige \$5.97

for Mother and Daughter



Rick-rack Trimmed Sundress with gathered skirt and attached cummerbund that buckles in back in Mother's and Big Sister's sizes. Washable cotton needs little or no ironing. Color: Navy dots on white; red trim.

Mother's. Fits Junior and Misses' sizes . State 7-8, 9-10, 11-12, 13-14, 15-16, 17-18.

X 31 K 4392—Shipping weight 14 ounces. \$6.94

Big Sister's. State size 7, 8, 10, 12, 14.

77 K 154—Shipping weight 8 ounces.... 4.74

Little Sister's. State size 4, 5, 6, 6x.

29 K 5507—Shipping weight 7 ounces ... 3.97

Tiny Sister's. State size 1, 2 or 3.

29 K 5261—Shipping weight 6 ounces.... 3.77

Pantalettes. Washable cotton needs little or no ironing. Elastic waist and leg openings.

Rick-rack trimmed ruffles. State children's size small (2-3), medium (4-5), large (6-6x).

29 K 5504—Navy dots on white. Wt. 5 oz. \$1.47

Roller Hat. Strawcloth. Grosgrain trim matches dresses on this and facing page. State navy, yellow or deep lilac trim on white.

Mother's. Fits 22 to 22½ inches.

V78 K 1905—Shipping weight 13 ounces... \$2.77

Big Sister's. Fits 21 to 21½ inches.

77 K 9424—Shipping weight 10 ounces.... 2.47

Little Sister's. Fits sizes 3 to 6x. (about 21 in.).

29 K 8048—Shipping weight 8 ounces.... \$1.97

Tiny Sister's. Fits sizes 1 to 3 (about 19-in.).

29 K 8047—Shipping weight 6 ounces..... \$1.97

Jewelry for Mother and Daughter... gold-finish metal leaves with plastic petals. Mom's has 2 rows, Daughter's 1 row. 10% Federal Excise Tax included. Shpg. wt. sets 2 oz.

4K3770E-Mom's set: necklace, clip earrings. \$2.00

4K3771E-2-row bracelet. 7½-in. Wt. 2 oz.... 1.00

4K3772E-Girl's set: necklace, bracelet..... 2.00





[1] Dainty Tucks and Ruffles
trim this shirtwaist dress
of fine quality little-or-no-iron
cotton broadcloth. Back of
bodice has center inverted
pleat. Shirred skirt. Washable.
Color: light canary yellow.

**Mother's. Misses' sizes 10, 12,
14, 16, 18, 20. State size.**
X 31 K 4394—Wt. 13 oz. \$5.94

**Big Sister's. Sizes 7, 8, 10, 12,
14. State size. Shpg. wt. 8 oz.**
77 K 158.....\$4.33

**Little Sister's. Sizes 3, 4, 5, 6,
6x. State size. Shpg. wt. 5 oz.**
29 K 5506.....\$3.77

**[2] Pinch Pleats and a cluster
of violets accent this pretty
bowfiant. Little-or-no-iron cot-
ton broadcloth. Washable.
Color: lilac.**

**Mother's. Misses' sizes 10, 12,
14, 16, 18, 20. State size.**
X 31 K 4393—Wt. 13 oz... \$5.94

**Big Sister's. Sizes 7, 8, 10, 12,
14. State size. Shpg. wt. 8 oz.**
77 K 156.....\$4.33

**Little Sister's. Sizes 3, 4, 5, 6,
6x. State size. Wt. 7 oz.**
29 K 5505.....\$3.77

Plastic Tote Bag. Unlined. 10% Fed. Exc. Tax. incl.
Mother's. About 9x10 inches. Shpg. wt. 1 lb. 10 oz.
88 K 1182E—Black patent-look
88 K 1183E—White.....\$2.47

Big Sister's. About 8x7 inches. Shpg. wt. 1 lb. 6 oz.
88 K 1475E—Black patent-look
88 K 1476E—White.....\$1.97

Little Sister's. About 8x5 inches. Shpg. wt. 1 lb.
88 K 1478E—Black patent-look
88 K 1479E—White.....\$1.37

Nylon Stretch Glove. Hand wash. From Japan.

Mother's. Stretches to fit. Shpg. wt. 3 oz.
88 K 5278—White 88 K 5279—Black
88 K 5280—Beige Pair.....97c

Girl's. Fits sizes 3 to 7. Shipping weight 3 oz.
88 K 5678—White.....Pair 93c

Little Girls. Fits up to 2. Shpg. wt. 2 oz.
88 K 5679—White.....Pair 87c

For Hats, see facing page.

Catalog numbers on these 2 pages beginning with
"X" shipped from Philadelphia, Chicago, Kansas
City or Atlanta; with "V" from Philadelphia or from
Chicago. Allow postage from mail order house.

[2]



Mary Lewis Fashions

Chosen for fine style,
fabric and workmanship

[1] Shirt 'n' Skirt Outfit. Shirt has buttoned tab front, roll-up sleeves, back shoulder yoke with action pleat. Deep-toned, crushed belt; skirt of unpressed pleats. *State size.* Wt. 1 lb. 5 oz. *Fits Juniors' and Misses' sizes* 7-8, 9-10, 11-12, 13-14, 15-16. X31 K 4342—Canary yellow
X31 K 4343—Light parakeet blue; navy blue belt..... \$7.84

Rayon Ribbon Beret. A most versatile hat . . . the easiest to pack for traveling. *State color* yellow, lt. beige, white or black. Shpg. wt. 9 oz.
V78K1870—Fits 21 $\frac{1}{4}$ to 22 $\frac{1}{4}$ inches..... \$3.97

Beautiful, silky-look Perma-Smooth cotton broadcloth . . . tested and proven machine washable, drip or tumble-dry, little ironing needed. Wrinkle-resistant; mercerized for lasting sheen. Shrinkage controlled within 1%.

[2] Paris Designed Shirtwaist in bold stripes with a large collar and deep cuff. Coat style; French-contoured belt; unpressed pleated skirt. *Misses' sizes* 12, 14, 16, 18, 20. *State size.* Shpg. wt. 1 lb.
X31 K 5417—Fuschia, pink and white
X31 K 5418—Medium parakeet blue, white \$8.84

[3] Paris-designed Fashion with a subtly shaped neckline that is most becoming. The full skirt of unpressed pleats flows out from a wide French-contoured belt. Back zipper. *Order correct size.* Wt. 1 lb. 2 oz. *Misses' sizes* 12, 14, 16, 18, 20. X31 K 4352—Lt. parakeet blue
X31 K 4353—Flamingo pink..... \$7.84

Dresses on these 2 pages shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Hat from Philadelphia or Chicago. Allow postage from your Mail Order House.

[1] Belt with Silk Scarf colorfully accents this shirtwaist of knotty-textured cotton Shag-bark. Mitered stripes "square off" bodice front. Side zipper. Pin sold below.

Misses' sizes 10, 12, 14, 16, 18.
State size. Shpg. wt. 1 lb. 4 oz.

X31 K 6286—Aqua blue, willow green and pink; blue belt, scarf.
X31 K 6287—Lt. spice tan, gold and coral; coral belt
and scarf.....\$10.84

[1]

[2]

[3]



Galey and Lord Cottons

Fine combed quality in exciting textures and brilliant colors . . . wrinkle resistant, fabrics won't shrink over 2%. Need little ironing . . hand wash separately, drip dry.



[4]

[2] Fringed Stole, a smart accessory for this dress . . both in woven plaid with a fine honeycomb texture. Short sleeves with black binding; side zipper. Stole reverses to black linen-look rayon. Shpg. wt. 2 lbs. State Misses' size 10, 12, 14, 16, 18. X31 K 6336—Blue, black and green plaid.....\$10.84

[3] Black Vestee tops a woven plaid shirtwaist for a striking partnership. The dress has a fine honeycomb texture; side zipper. The vestee is crisp linen-look rayon. Misses' size 12, 14, 16, 18, 20. Order correct size. Shpg. wt. 1 lb. 12 oz. X31 K 6338—Gold, black and white plaid.....\$10.84

[4] Florentine gold finish Jewelry . . accented by lustrous cultured pearls. 10% Fed. Exc. Tax incl. Wt. each 2 oz. 4 K 3784E—Floral pin with safety catch, 1½-inches. 4 K 3785E—Earrings, clip back. ¾-inch.....\$2.00

COTTONS

*enriched with
fine detailing*

[1] **Laced Yoke** lends attractive styling to the front bodice of this two-pocketed sheath. Scooped neckline in back; back zipper. Crisp, firmly woven sharkskin . . . machine wash. *Misses' sizes 12, 14, 16, 18, 20. State size. Shipping weight 8 oz.* X31 K 4388—Golden tan X31 K 4389—Light aqua blue.....\$5.84



Also in Half Sizes

[2] **White Rick-Rack** gives a refreshing touch to this pretty dress in an unusual dark-toned Persian print. Scissor-cut skirt with front panel and bow at waist. Side zipper. Machine wash. *Misses' sizes 12, 14, 16, 18, 20. Order correct size. Shpg. wt. 13 oz.* X31 K 4369—Deep blue, wine and moss green.....\$6.84

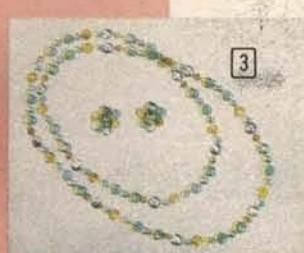
[4]

[4] **Welt Stitching** artfully shapes the button-back overblouse of this smart 2-pc. dress. Handsome fabric in a jacquard weave with a houndstooth effect. Machine washable. For jewelry shown, see page 36. *Fits Juniors and Misses . . . State size 7-8, 9-10, 11-12, 13-14, 15-16. Shpg. wt. 10 oz.* X31 K 4386—Light olive green X31 K 4387—Ivory.....\$5.84

[3] **Tucks and Tiny Looping** add interest to this classic shirtwaist. Tucks on front of bodice and all around the multi-gored skirt. Side zipper. Hand wash separately. *Misses' sizes 12, 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½. State size. Shipping wt. 1 lb.* X31 K 5419—Parakeet blue X31 K 5420—Flamingo pink \$9.84

[5] **Nylon Glove.** Stretch panels . . . give smooth contour fit for sizes 6 to 8. Machine wash. Shpg. wt. 3 oz. 88 K 5458A—Canary yellow 88 K 5459A—Flamingo pink 88 K 5460A—Parakeet blue 88 K 5457A—Lt. beige 88 K 5456A—White \$1.97

*For other cotton dresses in Misses' sizes see the following pages:
18, 19, 20, 21, 23, 24, 54, 55, 58, 59, 62, 63, 64, 65 and 68.*



COTTONS

blossoming with embroidery



[1]

[1] A Border of Flowers richly embroidered on a dramatic dress of checked gingham and black broadcloth. Set-in dickey of linen-look rayon. Back has high scoop neckline-side zipper. Hand wash separately. State size. Wt. 1 lb.

Misses' sizes 8, 10, 12, 14, 16, 18.

X31 K 6355—Black and white \$11.54

[2] A Bouquet of Flowers embroidered on the front bodice, a detachable cummerbund and a big skirt add up to a pretty dress. Extra reinforced fabric belt. Side zipper. Little-iron broadcloth... hand wash. Shpg. wt. 15 oz.

State Misses' size 12, 14, 16, 18, 20.

X31 K 4382—Lilac

X31 K 4383—Light petal green. \$6.84

Dresses on these 2 pages shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Allow postage from your Mail Order House.

[3] Popular Baroque Bead Jewelry... in green, pink or yellow. State choice.
4 K 3885E—60-in. rope. Wt. 4 oz....\$2.98
4K3886E—Earrings, 1-in. clip. Wt. 2 oz. 1.00
Prices include 10% Fed. Exc. Tax.

[4] Panels of Tiny Flowers in white embroidery give slim lines to coat dress. Little-iron broadcloth; machine wash. Shoes sold on page 27. Wt. 1 lb.
Misses' sizes 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½. State size.
X31 K 4376—Light sage green
X31 K 4377—Black.....\$7.84

[5] Big Flowers, in a cut-out design, embroidered on the back bodice and sleeves. Shirtwaist in little-iron broadcloth... machine wash. Shpg. wt. 14 oz.
State Misses' size 10, 12, 14, 16, 18.
X31 K 4380—Yellow
X31 K 4381—Light blue.....\$7.84

Also in
Half Sizes

[4]

[5]



cool fashion plan

black and white

[1] Checked Gingham Panel sets off this deeply collared dress of fine cotton. Unpressed pleated skirt; long back zipper. Hand wash separately. *Misses' sizes 12, 14, 16, 18, 20. State size. Shpg. wt. 1 lb. 4 oz.* X31 K 5413—Black with black-and-white panel X31 K 5414—Med. brown; brown-and-white panel. \$8.84

[1]



[4]

Also in
Half sizes

[3]

Also in
Half sizes

[2] Summer Brocade of cotton with an all-over, textured floral design. Shapely sheath comes with its own rhinestone pin. Soft V-neckline and zipper in back. Machine wash; needs little ironing. *Order correct size.* *Misses' sizes 8, 10, 12, 14, 16, 18. Shipping weight 13 ounces.* X31 K 4385—White.....\$6.84

[2]



[3] Airy Eyelet with a cut-out rayon flocked flower design. Skirt has smooth 3-gore back; side zipper. Unlined. Cotton . . hand wash separately. *State size. Shipping weight 10 oz.* *Misses' sizes 12, 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½.* X31 K 4384—Black.....\$5.84

[4] Dots, Dots and More Dots adrift on cotton voile. Puff sleeves, big skirt; scooped neckline. Side zipper. Hand wash separately. Black and white necklace sold on page 15.

Misses' sizes 12, 14, 16, 18, 20;
Half sizes 14½, 16½, 18½, 20½, 22½, 24½.
Order correct size. Shipping wt. 12 oz.
X31 K 5407—Black with white dots
X31 K 5408—Black; azure blue dots .. \$8.84

Dresses on these 2 pages shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Allow postage from your mail order house. Measure . . see page 646.

Just say "Charge it" and pay later . . see inside front cover

Cotton and Arnel

woven check fabric . . .
needs little ironing due to
Arnel triacetate fibers



1

2
Also
Tall Miss
sizes



1 **Shirtwaist** in checks or solid. Full skirt of cluster pleats; roll-up sleeves; convertible collar. Step-in style. Hand wash separately; drip dry.

Misses' sizes 12, 14, 16, 18, 20. Order correct size.

Checked. Shpg. wt. 1 lb. 1 oz.

X31 K 3498—Apricot checks

X31 K 3499—Black

and white checks....\$6.84

Solid Color. Wt. 1 lb. 1 oz.

X31 K 3495—Apricot

X31 K 3496—Petal

lilac (light).....\$6.84

2 **Suit-dress**... mock pockets trim jacket. Side zipper in skirt. Hand wash alone; drip dry. *State size.*

Misses' sizes 12, 14, 16, 18, 20. Shpg. wt. 1 lb. 2 oz.

X31 K 5405—Leaf (medium) green and white checks

X31 K 5406—Black

and white checks....\$8.84

Tall Misses' 12T, 14T, 16T, 18T, 20T. Wt. 1 lb. 2 oz.

X31 K 5425—Leaf (medium) green and white checks

X31 K 5426—Black

and white checks....\$9.84

3 **Jumper Dress** in oversized checks with a dobby weave.

Step-in style; square neckline in back; unpressed pleated skirt. White blouseette of fine cotton batiste. Hand wash separately; jumper needs only touch-up ironing.

Misses' sizes 10, 12, 14, 16, 18. *State size.*

X31 K 6341—Black and white. Wt. 1 lb. 8 oz....\$10.84

4 **3-piece Outfit:** checked skirt and braid-bound, fully lined cardigan jacket . . plus a white sleeveless overblouse of pique-type cotton. Hand wash separately; suit drips dry, needs only touch-up ironing. *State size.*

Misses' sizes 12, 14, 16, 18, 20. Shipping wt. 1 lb. 8 oz.

X31 K 6339—Taupe brown, white; beige lining

X31 K 6340—Black and white; red lining.....\$11.84

it looks
like linen



1

1 Embroidered Sheath of fine quality rayon with white all-over pattern. Back has square neckline with velvet bow, zipper. Hand wash alone. *State Misses' size 10, 12, 14, 16, 18.*

X31 K 5423—Navy blue
X31 K 5424—Lilac. Wt. 1 lb.... \$9.54

MEASURE . . . complete how-to-measure information and charts on page 646

For shipping information see page 7

26 SEARS PCBKMN ANDSLG



2

2 Coat Dress of fine rayon. Looks very smart with white embroidered tassels and scallops down the front. Scooped neckline and sleeves have white binding. Hand wash separately. Wt. 1 lb. *Misses' sizes 10, 12, 14, 16, 18. State size.*

X31 K 5421—Medium moss green

X31 K 5422—Navy blue.... \$8.84

3 Jacketed Dress in crisp rayon. The eased jacket is finely tucked and belted in front. The smart sheath dress has square neckline in back. Hand wash separately. *State correct size.* *Misses' sizes 10, 12, 14, 16, 18, 20.*

X31 K 5656—Lt. beige jacket; med. brown dress

X31 K 5657—Lt. blue jacket; navy blue dress. Shpg. wt. 1 lb. 9 oz..... \$8.90

Tall Misses' sizes 12T, 14T, 16T, 18T, 20T.

X31 K 5616—Lt. beige jacket; med. brown dress

X31 K 5617—Lt. blue jacket; navy blue dress. Shpg. wt. 1 lb. 9 oz..... \$9.84

For more dresses in *Tall Misses' sizes*
see pages 2, 9, 25, 27, 28, 31, 32, 54, 62, 65



Plaid Dress of textured rayon and acetate with big button trim. Back zipper. Hand wash separately.

State Misses' size 12, 14, 16, 18, 20.

Shipping wt. 15 oz.

X31 K 3504—Medium brown and white

X31 K 3505—Medium shadow blue and white.... \$6.84

3

Also
Tall
Misses





Dacron® polyester batiste pleated to stay

1 Dainty Scroll Embroidery on bodice front. Side zipper. Hand wash alone; drip dry; wrinkle resistant. *State size.* Wt. 1 lb. 4 oz. *Misses' sizes* 10, 12, 14, 16, 18. X31 K 6332—Petal blue \$10.84
X31 K 6333—Pale beige... \$10.84
Tall Misses' 12T, 14T, 16T, 18T. X31 K 6334—Petal blue
X31 K 6335—Pale beige... \$11.84

2 Embroidered Flower Panels on front and back of the eased bodice. Shirtwaist style with side zipper. Hand wash alone; drip dry; wrinkle resistant. *Misses' sizes* 12, 14, 16, 18, 20; *Half sizes* 14½, 16½, 18½, 20½, 22½. *State size.* Shpg. wt. 1 lb. 4 oz. X31 K 6330—Canary yellow
X31 K 6331—Lt. petal blue \$11.84

4 Breath of Spring Jewelry. Gold color floral design with multi color stones and white enamel finish. 10% Federal exc. tax. incl. Shpg. wt. each 3 oz.
4 K 3914E—Necklace adjusts 12½ to 15½ in. \$4.98
4 K 3916E—Bracelet. 7½ inch..... 3.50
4 K 3915E—Earrings, clip back. ¾ inch..... 2.00

3 Buttons, Bows and Fine Tucks on a delightfully light and airy dress. Piping around jewel-neckline, sleeves. Back of bodice is plain with long zipper. Hand wash alone; drip dry; wrinkle resistant. *State size.* Shpg. wt. 1 lb. 4 oz. *Misses' sizes* 8, 10, 12, 14, 16, 18. X31 K 6328—Petal green
X31 K 6329—Petal lilac.... \$11.84

5 Four Penny Opera Pump. Contrasting colored discs. Leather sole, 2¾-in. unbreakable heel. Sizes: AA (narrow) width in 7, 7½, 8, 8½, and 9. B (medium) width in 5½, 6, 6½, 7, 7½, and 8. V54 K 6172—White calf
V54 K 6175—Bone calf
State size, width. Shpg. wt. 1 lb. 9 oz..... \$10.70



CREPE

subtly shaped and elegant in black



Slim and Moulded and a neckline that adapts to a variety of jewelry. Intricate bias darts shape the bust-line; lining from waist to hips. Back zipper. Finely ribbed fabric of acetate and rayon. Dry clean. Pendant sold on pg. 91. Wt. 1 lb. 4 oz. *Misses' sizes 12, 14, 16, 18, 20. State correct size.*

X31 K 5415—Black
X31 K 5416—Navy \$8.84
Tall Misses' 12T, 14T, 16T, 18T, 20T. State size.

X31 K 5455—Black
X31 K 5456—Navy... \$9.54

Tiers of Tucks go all around this slender-looking dress. In a semi-sheer and finely ribbed fabric of rayon and acetate for year 'round wear. Lined from waist to hips; shallow scoop neckline and zipper in back. Ornament. Dry clean. *Misses' sizes 12, 14, 16, 18, 20. State size. Shpg. wt. 1 lb. 3 oz.*

V31 K 7102—Black
V31 K 7103—Navy..... \$13.84

Deep Tuxedo Collar filled in with tucked organdy dickey (detachable). In a semi-sheer, rib-textured acetate and rayon. Lined from waist to hips. Bow-trimmed belt of rayon satin buckles in back; back zipper. Dry clean.

Misses' sizes 12, 14, 16, 18, 20. State size. Shpg. wt. 1 lb. 8 oz.

X31 K 6318—Black
X31 K 6319—Navy blue.. \$10.84

Wide Collar, Full Skirt underscore this adaptable dress. In a year 'round, semi-sheer acetate and rayon fabric that has a fine rib. Step-in style; unpressed pleated skirt. Pin included. Dry clean. Hat sold on page 4. *Misses' sizes 12, 14, 16, 18, 20. Order correct size. Shpg. wt. 1 lb. 9 oz.*

V31 K 7100—Black
V31 K 7101—Navy \$12.84

LACE

dramatizes
a shirtwaist

This classic style extends its influence to the evening hours. Elegant in rich re-embroidered cotton lace over acetate taffeta. Step-in style; full unpressed pleated skirt. Dry clean. Wt. 2 lbs. Misses' sizes 10, 12, 14, 16, 18. State size.

V31 K 7781—Red

V31 K 7780—Ivory
white

V31 K 7782—Lt.
blue \$16.50



EYELET

cotton in rich dark tones

Embroidered Edging, dyed-to-match, trims collar and bodice of this dainty shirtwaist. The fabric is an all-over embroidered batiste, fully lined in cotton. Step-in style; unpressed pleated skirt. Hand wash separately.

Misses' sizes 10, 12, 14, 16, 18. State size. Shpg. wt. 1 lb. 9 oz.

V31 K 7850—Brown

V31 K 7851—Black.....\$17.84

Dramatic Collar cuts a wide swath above a narrow sheath. In a lightweight, all-over embroidered fabric, fully lined with acetate taffeta. Rayon velvet streamers; glitter pin. Back zipper. Dry clean. Misses' sizes 12, 14, 16, 18, 20. Half sizes 12½, 14½, 16½, 18½, 20½, 22½. Order correct size.

Shipping wt. 1 lb. 3 oz.

V31 K 7118—Black.....\$12.84

Catalog numbers on these two pages beginning with "V" shipped from Philadelphia or Chicago, whichever is nearest; others with "X" shipped from Philadelphia, Chicago, Kansas City or Atlanta. Allow postage from your mail order house. Measure... see page 646.

"Charge It" if you wish... see inside front cover



Enameling Jewelry with beads. State white with gold color or pink with silver color. 10% Federal Excise Tax incl. Wt. ea. 3 oz. 4 K 3900E—Necklace adjusts to 16 inches

4 K 3901E—Clip Earrings, 1¼ in.

4 K 3902E—Bracelet, 7½ in. \$2.98
Each



Emphasis on Ease . . . free swinging, braid-bound jacket over a slim dress. Step-in style with concealed closing; detachable dickey. Textured fabric of Arnel triacetate and cotton. Dry clean. Hat sold in hat section.

Misses' sizes 12, 14, 16, 18, 20. *State size.*

V31 K 7890—Black and white woven plaid

Shpg. wt. 2 lbs. \$15.84

Half sizes 14½, 16½, 18½, 20½, 22½. *State size.*

V31 K 7925—Black and white woven plaid

Shpg. wt. 2 lbs. \$16.84

Sheer Embroidered Band goes around the bodice of this slim dress. Over it, a brief jacket. In linen-look rayon . . . wrinkle resistant; hand wash separately. Long back zipper in dress. Hat sold on page 2.

Misses' sizes 10, 12, 14, 16, 18. *State size.*

Shipping wt. 1 lb. 10 oz.

X31 K 5409—Black

X31 K 5410—

Peacock blue, \$9.84

Numbers on these 2 pages beginning with "V" shipped from Philadelphia or Chicago, with "X" from Philadelphia, Chicago, Kansas City or Atlanta; whichever is nearest. Allow postage from mail order house.

jacket dresses

Coin Dotted. Brief jacket and smart sheath in shantung-textured cotton and Cupioni® rayon. Dress bodice finely pleated in front, back zipper. Lined jacket. Hand wash alone. Jewelry sold on page 13.
Misses' sizes 10, 12, 14, 16, 18. Order correct size.
 Shpg. wt. 1 lb. 1 oz.
 V31 K 7104—Black and white with black coin dots.....\$12.84

Big Collared jacket over a slim, scoop-necked dress. In a shantung-look blend of pima cotton and Cupioni rayon. Dress lined to hips; back zipper. Separate cummerbund of two-tone dots on white. Hand wash separately. *Order correct size.*
 Shpg. wt. 1 lb. 8 oz.
Misses' sizes 10, 12, 14, 16, 18.
 X31 K 6320—Navy blue
 X31 K 6321—Spice tan...\$11.84
Tall Misses' 12T, 14T, 16T, 18T.
 X31 K 6322—Navy blue
 X31 K 6323—Spice tan...\$12.84

Lavish Embroidery. Eased, button-back jacket and dress in a crisp, linen-look rayon fabric. Neckline of dress scooped low in back; zipper. Hand wash separately. Hat sold on page 15. *Order correct size.*
Misses' sizes 10, 12, 14, 16, 18.
 Shipping wt. 2 lbs.
 X31 K 6324—Light spice brown with ivory
 X31 K 6325—Navy blue with white..\$10.54



Take it



1

2

[1] Shirtwaist Dress in a nylon and Dacron® polyester fabric. Step-in style. Hand wash separately . . . drip dry. *State size.* *Misses' sizes 12, 14, 16, 18, 20; Half sizes 12½, 14½, 16½, 18½, 20½, 22½.* Shipping wt. 1 lb. 4 oz. X31K 6342—Navy blue and white stripes X31K 6343—Black and white \$10.84

[3] Big Collar Dress . . . detachable collar. Square neckline and zipper in back. Arnel triacetate fabric with a leno weave. Hand wash alone . . . drip dry. Shpg. wt. 1 lb. 6 oz. *Misses' sizes 12, 14, 16, 18, 20. State size.* V31K 7112—Light beige V31K 7113—Light blue \$12.84
Tall Misses' 12T, 14T, 16T, 18T, 20T. *State size.* V31K 7125—Light beige V31K 7126—Light blue \$13.84

[2] Classic Dress in Arnel triacetate jersey. Elasticized waist. Hand wash separately . . . drip dry. Shpg. wt. 13 oz. *State size.* *Misses' sizes 12, 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½, 24½.* X31K 3431—Deep violet; black and white print X31K 3432R—Azure (lt.) blue; black and white print \$6.54

[4] Pleated Dress in Arnel triacetate. Tucked bodice in front; higher neckline in back; elasticized waist. Hand wash separately . . . drip dry . . . the pleats will stay in. *Misses' sizes 8, 10, 12, 14, 16, 18. Order correct size.* Shipping weight 1 lb. X31K 3501—White; navy belt with white dots. X31K 3502—Beige; white belt with beige dots. X31K 3503—Pale blue; navy blue belt with white dots \$7.84

MEASURE . . . see page 646. More Tall Misses' dresses on pages 2, 9, 25, 26, 27, 28, 31, 54, 62, 65.



3

4

Easy

in little-iron JERSEY



Sleeveless Dress in Arnel triacetate and nylon . . . looks like ribbon knit. Side zipper. Hand wash separately . . . drip dry. Shipping wt. 1 lb. 3 oz.

Misses' sizes 12, 14, 16, 18, 20. State correct size.

V31 K 7110—Beige \$13.54

Half sizes 14½, 16½, 18½, 20½, 22½, 24½. State size.

V31 K 7530—Beige \$14.54

V31 K 7531—Navy blue \$14.54

Step-in Dress. Zip front, multi-gored skirt. Arnel triacetate . . . machine wash, drip dry. *Half sizes 16½, 18½, 20½, 22½, 24½. State size.*

X31 K 5839—Navy; white dots

X31 K 5840—Slate gray;

white dots. Wt. 14 oz. \$8.84

Larger Women's sizes 46, 48, 50, 52. State size. Wt. 14 oz.

X31 K 5841—Navy; white dots

X31 K 5842—Slate gray;

white dots.....\$9.84

← **Jacketed Dress** (at left) in a handsome print of Arnel triacetate. Brief, deep-collared jacket. Dress has high square neckline in back; side zipper. Nylon velvet trim; ornament included. Hand wash separately. Shpg. wt. 1 lb. 3 oz. *State size.*

Misses' sizes 10, 12, 14, 16, 18.

V31 K 7108—Black and white.....\$13.84

Half sizes 14½, 16½, 18½, 20½, 22½.

V31 K 7528—Black and white print.....14.84

Multi-gored Coat Dress in cool acetate-and-nylon mesh. Fabric loops around collar, down the front. Hand wash separately, drip dry. *State size.*

Half sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's sizes 38, 40, 42, 44.

X31 K 6660—Powder blue

X31 K 6661—Powder rose

X31 K 6662—Navy

Wt. 1 lb. 8 oz.....\$10.84

Catalog Nos. on these two pages beginning with "V" shipped from Philadelphia or Chicago, whichever is nearer. Catalog Nos. beginning with "X" shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Allow postage from your Sears Mail Order House.

the young look



Big Lantern Sleeves, braceleted with wide cuffs of white pique add drama to this French-inspired fashion. Coatstyle of woven check cotton, 3-inch hem. Hand wash. Shoes sold on page 27.
Junior sizes 5, 7, 9, 11, 13, 15.
State size, Shpg. wt. 1 lb.

X 31 K 6180—Pink and white
X 31 K 6181—Copen blue and white.....\$10.84

Catalog numbers on these 2 pages beginning with "V" shipped from Philadelphia or Chicago; with "X" from Philadelphia, Chicago, Kansas City or Atlanta. Allow postage from Mail Order House.



Ruffles cuff and hem this charming dress. Step-in style of cotton broadcloth with flower-strewn geometric pattern on a white ground. Lined skirt. Hand wash separately. *Order correct size.* Shpg. wt. 2 lbs.

Junior sizes 5, 7, 9, 11, 13.
V 31 K 7625—Lavender
V 31 K 7626—Lt. blue
V 31 K 7627—Pink.....\$15.84

The Hat: raffia straw sailor with cotton ties. Fits 21 $\frac{1}{4}$ to 22 $\frac{1}{4}$ in. Shipping weight 1 lb. 1 oz.
State color light pink, parakeet (aqua) blue, white or yellow.
V 78 K 1850.....\$4.97

as seen

in Paris



Accents of Woven Check
gingham on fine quality cotton broadcloth. White petticoat with checked band. Back of dress has low scooped neckline, zipper, waistline seam, unpressed skirt pleats. Machine wash. Shoes sold on page 5.

State Junior size 7, 9, 11, 13,
15. Shpg. wt. 1 lb. 1 oz.
X 31 K 4265—Maize
X 31 K 4266—Parakeet
(med.) blue.....\$8.54

Double Fabric Nylon Hood
... pretty hair-do protector.
Hand wash alone. Wt. 2 oz.
88 K 8837—Yellow
88 K 8838—Beige
88 K 8839—Pink.....\$1.97



New miniatures . . . mock monogram jewelry with slave link chain. *State* gold or silver color.
4 K 3793E—Pendant.
16 in. Wt. 2 oz....\$1.00
4K3794E—Bracelet.
7½ in. Wt. 2 oz....1.00
10% Fed. Exc. Tax incl.

Big Collar, Deep Cuffs
and a wide belt . . . fashionable dimensions on a shirtdress of striped cotton sateen. Step-in style with surplice bodice and full skirt of cluster pleats. Hand wash separately.
Junior sizes 7, 9, 11, 13, 15. Order correct size.
V31 K 7060—Light copen blue and white
V31 K 7061—Light green and white
Wt. 2 lbs. 1 oz....\$14.54

Bow Tote Bag. Crocheted straw-like toyo. Simulated pearl trim, Rayon lined. About 9x8 in.
Shpg. wt. 1 lb. 12 oz.
88 K 1179E—White
88 K 1180E—
Natural tan....\$5.97
10% Fed. Exc. Tax incl.

gay as the party



4

1 Airy Eyelet jacket-dress of nylon and rayon. Full-skirted dress has mock button-front bodice with scooped neckline and back zipper. Crushed cummerbund and lining of cotton broadcloth. Brief jacket has bow at front closing. Hand wash separately. Junior sizes 7, 9, 11, 13, 15, 17. *State correct size.* V31 K 7053—Canary yellow
V31 K 7054—Lt. blue. Shpg. wt. 1 lb. 4 oz... \$13.84

2 Festive Cotton Lace . . balloon-sleeved, bouffant-skirted. Acetate satin trim around midriff and elasticized sleeves. Low neckline and zipper in back. Acetate taffeta lining; nylon net petticoat. Dry clean. *State Junior size 5, 7, 9, 11, 13, 15.* Shpg. wt. 3 lbs. V31 K 7630—Flamingo pink
V31 K 7631—Light sky blue
V31 K 7632—White..... \$18.54

3 Filmy Nylon Sheer floats over acetate taffeta lining. Midriff has re-embroidered lace and ribbon beading. V-neckline and zipper in back. Dry clean. Junior sizes 5, 7, 9, 11, 13, 15. *State correct size.* V31 K 7635—Parakeet blue
V31 K 7636—Canary yellow
V31 K 7638—White. Shpg. wt. 1 lb. 12 oz... \$14.54

4 Gay Florel Jewelry with rich pearlized finish on gold color metal. Necklace adjusts to 15 in.; 1½-in. earrings, clip back, 10% fed. ex, tax incl. *State yellow, blue or pink color.*
4 K 3911E—Necklace, earrings. Wt. 4 oz... \$4.50
4 K 3912E—Bracelet. 7¾ in. Wt. 2 oz.... 2.50

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**For more
Junior party dresses
see pages 9 and 10**

Embroidery

*is a pretty
detail*

1 White Accents of cutout embroidery grace the bodice front and sleeves of this cotton broadcloth shirtwaist. Side zipper. Washable. Bag sold on page 35.

Junior sizes 7, 9, 11, 13, 15.
State size. Shpg. wt. 11 oz.

X31 K 4260—Pink

X31 K 4261—Light

blue... \$6.84

2 Days of the Week are embroidered and appliqued on a slim dress of linen-look rayon. Skirt is softly pleated at front waist. Side zipper. Hand wash alone.

State Junior size 7, 9, 11, 13.
15. Shpg. wt. 1 lb.

X31 K 5094—Pastel blue

X31 K 5095—Rose-

pink... \$9.54



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4 Delicate Bouquets so beautifully embroidered they look like fine hand work. The fabric is sheer cotton batiste. Deep hem; back zipper. Hand wash separately.

State Junior size 5, 7, 9, 11,
13, 15. Shpg. wt. 13 oz.

V31 K 7050—Petal lilac

V31 K 7051—Petal

lilac... \$13.84

3 Color-matched embroidery on the sleeves and back of bodice. Step-in shirtwaist with cummerbund sash. Washable Arnel triacetate and cotton broadcloth.

State Junior size 7, 9, 11,
13, 15. Shpg. wt. 15 oz.

X31 K 3140—Canary yellow

X31 K 3141—Petal

lilac... \$7.84

Rayon Velvet Headband, at right. State canary yellow, flamingo pink, parakeet (aqua) blue, black.
88 K 8828—Fit all. Shpg. wt. 3 oz. . . . any 2 for \$1.97

Nylon Shorty Gloves, at right. Elastic wrist. Helanca® stretch yarn panels . . fit sizes 6 to 8. Machine wash.

88 K 5458—Canary yellow

88 K 5459—Flamingo pink

88 K 5456—White

88 K 5457—Lt. beige

88 K 5460—Parakeet (aqua) blue. Shpg. wt. 3 oz. \$1.97

Numbers on these 2 pages beginning with "V" shipped from Philadelphia or Chicago, whichever is nearer; with "X" from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest; others from mail order house. Allow postage from mail order house.



The Bouffant Dress and its Bolero in a lustrous cotton-and-silk woven plaid. The bolero has a double-breasted effect. The dress has a solid-color bodice with a moderately scooped neckline, long zipper in back. Dry clean. Shpg. wt. 1 lb.
Junior sizes 7, 9, 11, 13, 15. Order correct size.
V31 K 7075—Parakeet blue and white plaid with blue bodice
V31 K 7076—Black and white plaid with black bodice.....\$13.84

Handbag. Leather-like plastic, rayon-lined. Center zip pocket inside. About 7x9 inches. 10% Fed. Exc. Tax included. Wt. 1 lb. 12 oz.
88 K 1091E—Red
88 K 1092E—Black
88 K 1090E—Medium gray \$3.57

Little Heel Pump. Sleek smooth leather. 1½-inch heel, leather sole. Sizes: AA (narrow) 7, 7½, 8, 8½, 9; B (medium) width 5 to 9. Half sizes too. State size, width.
V54 K 8142—Red V54 K 8143—Gray
Shpg. wt. 1 lb. 6 oz.....\$6.77

The Plaid Suit with its own Blouse. Woven cotton-and-silk suit . . . fitted white overblouse of linen-look rayon. Hip-length cardigan jacket is lined with acetate taffeta. Slim skirt has walking slits. Dry clean suit; hand wash blouse. Shpg. wt. 2 lbs.
Junior sizes 7, 9, 11, 13, 15. Order correct size.
V31 K 7640—Gray, black and white plaid
V31 K 7641—Red, gray and black plaid \$15.84

Measure . . . see page 646



Partnerships ..



Derby Straw Hat with grosgrain band, rayon veil. Fits 21 1/4 to 22 1/2 in. State color white with black, lt. beige with med. brown; or solid red, navy, black.
Shipping wt. 13 oz.
V 78 K 1825.....\$4.97



A Sheath and its Jacket in linen-look fabric of rayon and Dacron® polyester. Fitted jacket is cropped short. Back of dress has moderately scooped neckline, long zipper. Hand wash separately . . . needs little ironing. *State size.*
Junior sizes 5, 7, 9, 11, 13, 15. Wt. 1 lb. 12 oz.
X31 K 6185—Navy blue
X31 K 6186—Light violet
X31 K 6187—Light leaf green.....\$10.84

The Dress with a Sweater. Broadcloth dress of Arnel triacetate and cotton has lace and fine tucks around camisole bodice; back zipper. Knit cardigan of Orlon® acrylic; detachable collar trimmed with tucks, lace. Hand wash separately.
Junior sizes 7, 9, 11, 13, 15, 17. Order correct size.
V 31 K 7080—Canary yellow
V 31 K 7082—Petal (light) blue.
V 31 K 7081—Light pink. Wt. 1 lb. 8 oz...\$14.84

Two Tops and a Skirt that's pleated in front. Solid color skirt and blouse of nubby-textured linen-look rayon and silk. Checked blouse of Arnel triacetate, rayon, cotton. Hand wash separately. *Junior sizes 7, 9, 11, 13, 15. Order correct size.*
X31 K 6183—Medium X31 K 6184—Lt. open fawn brown; fawn blue with lt. open blue brown and white checks and white checks
Shipping weight 1 pound 12 ounces.....\$11.54

Numbers on these 2 pages beginning with "V31" and "V78" shipped from Philadelphia or Chicago; with "X31" from Philadelphia, Chicago, Kansas City or Atlanta; with "V54" from Chicago, Ill. or Philadelphia, Pa. Allow postage from mail order house.

COTTONS

[1] Wide Wale Fabric
with corded effect.
Button-trimmed sheath;
white silk square; back
zipper. Machine wash.
*Junior sizes 5, 7, 9, 11,
13, 15. State size.*
X31 K 4263—Leaf green
X31 K 4264—Red
Shpg. wt. 15 oz. \$5.84

For more Junior cottons, see pages 18, 20, 22, 68.

[2] Printed Stripes
cinched with tyro-
lean-type midriff. Back
has scooped neckline,
zipper. Machine wash.
*Junior sizes 5, 7, 9, 11,
13, 15. State size.*
X31 K 4262—Multicolor
stripes
Shpg. wt. 12 oz. \$6.84

[3] Fine Broadcloth coat-
dress with white rick-
rack edging and pearl-white
buttons. Machine wash.
*State Junior size 7, 9, 11, 13,
15, 17. Shpg. wt. 14 oz.*
X31 K 4254—Light
turquoise blue
X31 K 4255—Navy
blue. \$5.84

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[4] Woven Plaid. Split collar and
wide tucks on bodice. Skirt with
unpressed double pleats. Side zipper.
Hand wash separately. Shpg. wt. 15 oz.
State Junior size 7, 9, 11, 13, 15.
X31 K 5104—Rose and shadow green
X31 K 5105—Parakeet blue
and green. \$8.84

[5] Bandanna Print. Large brass safe-
ty pin on cummerbund-effect
midriff. Back has V-neckline, zipper.
Hand wash separately. Wt. 1 lb. 2 oz.
State Junior size 7, 9, 11, 13, 15.
X31 K 5096—Rose red with
royal blue and dark green.... \$8.84



1 Woven Checks wrapped at waist with white organdy. Midriff piped in checks; rosette trim. Lined bodice. Deep V-neckline, zipper in back. Wrinkle-resistant cotton; machine wash. Junior sizes 5, 7, 9, 11, 13, 15. State size. Shpg. wt. 11 oz. X31 K 4252—Pink and white X31 K 4253—Parakeet blue and white.....\$6.84

3 Foulard Print shirtwaist in cotton sateen with deeper toned rayon chiffon scarf and grosgrain belt. Side zipper. Machine wash. Wt. 15 oz. State Junior size 7, 9, 11, 13, 15, 17. X31 K 4258—Violet on lilac X31 K 4259—Deep gold on ivory.....\$7.54

2 Pretty Pastel dress has a dainty tucked-front bodice with lace beading around the bateau neckline and waist. Bows on shoulders and at back waist. Back zipper. Wrinkle-resistant cotton; machine wash. State size. Junior sizes 7, 9, 11, 13, 15. X31 K 4246—Light aqua blue X31 K 4247—Yellow Shpg. wt. 13 oz.....\$7.84

4 Snowy Dots on Everglaze® cotton. Dress details: bows, rosettes, white pique binding. Back zipper. Wrinkle-resistant... hand wash alone. State size. Junior sizes 7, 9, 11, 13, 15. X31 K 5098—Mint green X31 K 5099—Geranium pink... Shpg. wt. 1 lb... \$8.94

Scarf Jewelry Set. Bracelet and earrings... with replicas of good luck images; 3-row bracelet, $7\frac{1}{4}$ in.; $\frac{3}{4}$ in. earrings, screw back. Gold color metal. 10% Federal Excise Tax included. 4 K 3935E—Wt. 2 oz. \$2.00

Roller Hat... foulard print cotton sateen matches dress 3 above. State color violet on lilac, or gold on ivory. Fits 22 to $22\frac{1}{4}$ inches. Shpg. wt. 13 oz. V78 K 1800.....\$2.97

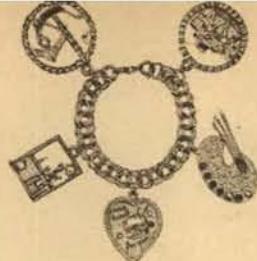
Strawcloth Satchel. Rayon lined. About 10x7 in. 10% Fed. Excise Tax included. Shpg. wt. 1 lb. 8 oz. 88 K 1143E—White 88 K 1144E—Black. \$5.97

Just say "Charge it" and pay later... see inside front cover

Dresses on these 2 pages shipped from Philadelphia, Chicago, Kansas City or Atlanta. Hat shipped from Philadelphia or Chicago. Others from your M. O. house. Allow postage from your M. O. house.



Gold color Bracelet with assorted stones on 5 large charms: gondolier, soda fountain, heart, palette and ballerinas. Wt. 2 oz.
4 K 3919E—7½-inch double link chain. 10% federal excise tax incl. \$2.00



[1] **Lace-traced neckline**, shoulder bow ties, and tucked-front bodice. Pretty dress of little-iron 65% Dacron® polyester and 35% cotton. Side zipper. Machine washable.
Junior sizes 7, 9, 11, 13, 15. State size.
X 31 K 5168—Black
X 31 K 5169—Light blue
X 31 K 5170—Light green. Wt. 1 lb. . \$8.94

[2] **Pastel Stripes** woven of Chromspun acetate on cotton. Step-in style. Hand wash. Open blue belt on white and light blue; brown on ivory beige. Wt. 1 lb. 1 oz.
Junior sizes 7, 9, 11, 13, 15. State size.
X 31 K 3146—White ground
X 31 K 3148—Light blue ground
X 31 K 3147—Ivory beige ground.... \$5.84

.. it's cooler

without sleeves

[3]



[3] **White Panel** of broadcloth, trellised with embroidered flowers on a woven check gingham dress. Scoop neckline and zipper in back. Wrinkle-resistant cotton hand wash separately.
State Junior size 7, 9, 11, 13, 15, 17. Shpg. wt. 15 oz.
X 31 K 5092—Black and white
X 31 K 5093—Pink and white..... \$8.84

[1]



[2]



[4] **Red and White Bands** wrap a slim dress of pique-textured cotton. Back has scoop neckline and zipper. Bands are removable, button in back. Machine washable. Shpg. wt. 11 oz.
Junior sizes 7, 9, 11, 13, 15. State correct size.
X 31 K 4248—Black... \$5.84

MEASURE ..
see chart on page 646

Dresses on these 2 pages shipped from Philadelphia, Chicago, Kansas City or Atlanta; jewelry from mail order house. Allow postage from mail order house.

black and white

a summer classic



[1] Nautical Dress of woven plaid cotton and Arnel triacetate. White linen-look rayon collar; bib insert; detachable sailor tie. Back zipper. Hand washable.
Junior sizes 7, 9, 11, 13, 15. State size.
X31 K 3143—Black and white
X31 K 3144—Parakeet blue and white
X31 K 3145—Medium green, white
Wt. 14 oz.....\$6.84

[2] Jacketed Dress strikes a smart contrast in woven checks and solid color. Full-skirted gingham dress with scoop neckline and back zipper. Side-buttoned broadcloth jacket piped in checks. Machine washable cotton.
Junior sizes 7, 9, 11, 13, 15. State size.
X31 K 4250—Black print on white
X31 K 4251—Red print on white
Wt. 12 oz.....\$6.84

[3] Bare-arm Dress of embossed cotton has checkerboard border print. Pretty touches include oversized bow and panel of cotton lace beaded with rayon velvet ribbon. Lined bodice; back zipper. Hand wash.
Junior sizes 5, 7, 9, 11, 13, 15. State size.
X31 K 4250—Black print on white
X31 K 4251—Red print on white
Wt. 12 oz.....\$6.84

[4] Midriff Dress with white piping. Back of dress has tiny bows, scoop neckline, zipper. Fine cotton broadcloth. Hand wash separately. Shpg. wt. 1 lb.
Junior sizes 7, 9, 11, 13, 15. State size.
X31 K 5102—Black
X31 K 5103—Red...\$8.84

Jet bead Jewelry. 3-row necklace and $\frac{3}{4}$ -in. clip back earrings.
4 K 3920E—Set. Wt. 3 oz...\$2.00
4 K 3921E—Bracelet. Wt. 2 oz. 1.00
10% federal excise tax included.

No payments until later when you "Charge it" . . . see inside front cover

Fashions in Half Sizes designed

[1] The Chiffon Dress of fine rayon with full lining of matching color acetate taffeta. Yoke and curved inserts of dyed-to-match nylon lace. Side zipper. Dry clean. Half sizes 14½, 16½, 18½, 20½, 22½, 24½. State size. Shpg. wt. 1 lb. 8 oz. V31 K 7933—Navy blue V31 K 7934—Dusty rose V31 K 7935—Med. dusty blue \$19.84

[2] Lace Ensemble . . . beautiful Chantilly-type lace (acetate and nylon) over acetate taffeta. Becoming dress has rhinestone ornaments at neckline; side zipper. Open jacket is scalloped all around. Dry clean. Shpg. wt. 1 lb. 8 oz. Half sizes 14½, 16½, 18½, 20½, 22½, 24½. State size. V31 K 7936—Dusty blue V31 K 7937—Dusty rose V31 K 7938—Navy blue \$15.84



with youthful lines



1 Draped Bodice Dress of acetate-and-nylon lace over acetate taffeta. Skirt is tucked and gored. Pin included. Dry clean. Wt. 2 lbs. Half sizes 14½, 16½, 18½, 20½, 22½, 24½. State size. V31 K 7922—Dusty rose
V31 K 7921—Powder blue
V31 K 7923—Navy blue
V31 K 7920—Gray over pink..... \$15.84

Items on these 2 pages beginning with "V" shipped from Philadelphia or Chicago; others from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Allow postage from mail order house.

2 Twin-Print Dress of filmy nylon chiffon over acetate taffeta, both fabrics printed in a floral pattern. Side zipper. Dry clean. Half sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's sizes 38, 40, 42, 44. State size. X31 K 6658—Leaf green
X31 K 6659—Azure blue on white..... \$11.54

3 Tucked Sheer in cool and carefree Dacron® batiste of polyester fibers. Bodice is tucked in front; back zipper. Hand wash separately . . . drip dry, little ironing needed. Shpg. wt. 1 lb. 4 oz. Half sizes 14½, 16½, 18½, 20½, 22½, 24½. State size. V31 K 7532—Petal lavender
V31 K 7533—Light pink .. \$13.84

4 Dress and Jacket in easy-care Dacron polyester batiste with rayon velvet trim. Wrinkle-resistant . . . hand wash separately, drip dry; pleats stay. A smart travel outfit. Side zipper. Belt included. Shipping weight 1 lb. 8 oz. Half sizes 12½, 14½, 16½, 18½, 20½, 22½. State size. V31 K 7930—Spice brown print
V31 K 7931—Bright blue print..... \$15.84

Blouson Cloche Hat
of sewn straw braid. Rayon velvet band, jewel-look ornament. Fits 21½ to 22½ in. Please be sure to state color white, light beige, navy or black. Shipping weight 15 ounces. V78 K 1860..... \$3.97

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the indispensable



Also
Women's
sizes

Also
Larger
Women's sizes

Becoming Shirtwaist in a finely ribbed acetate that has a subtle luster. Wide, graceful multi-gored skirt. Shoulder flanges; side zipper. Hand wash separately. *Half sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's 38, 40, 42, 44. State size.* X31 K 3725—Black and gray print on white ground X31 K 3726—Peacock, white on peacock blue Shpg. wt. 12 oz. \$6.84

Tucked-front Fashion in rib-textured acetate and rayon. Rippling multi-gored skirt. Shoulder flanges; side zipper. Dry clean. *State size. Shpg. wt. 15 oz. Half sizes 12½, 14½, 16½, 18½, 20½, 22½, 24½.* X31 K 3728—Navy X31 K 3729—Black .. \$6.84
Larger Women's sizes 46, 48, 50, 52. X31 K 3730—Navy X31 K 3731—Black .. \$7.54

Catalog numbers on these 2 pages beginning with "X" shipped from Philadelphia, Chicago, Kansas City or Atlanta; others beginning with "V" shipped from Philadelphia or Chicago. Allow postage from your Sears Mail Order House.

[1] **Partnership in Print:** dress and jacket ensemble in a beautiful, lustrous acetate fabric that has a pebbly texture. Slim dress is detailed at neckline with inset of fine pleats; side zipper. Brief jacket has two glitter ornaments and white fluting on collar. Dry clean. Shipping weight 1 lb. 8 oz. *Half sizes 14½, 16½, 18½, 20½, 22½. State size.* X31 K 6666—Peacock blue and brown print X31 K 6667—Violet and turquoise print \$10.84



[2]
Also
Women's
sizes



[2] **Handsome Ensemble** in a semi-sheer, finely ribbed fabric of acetate and rayon. Dress has a touch of white at the neckline with two glitter ornaments; multi-gored skirt; side zipper. White detachable overcollar on jacket. Dry clean. Wt. 1 lb. 8 oz. *Half sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's sizes 38, 40, 42, 44. State size.* V31 K 7538—Navy V31 K 7539—Black \$13.84

Crepe Dress

1 Draped Bodice, flared skirt in a masterful line of design that subtly flatters your figure. Lustrous, pebbly textured acetate fabric. Side zipper. Rhinestone ornament included. Dry clean. State size.
 Half sizes 14½, 16½, 18½, 20½, 22½, 24½. Shpg. wt. 12 oz.
 X31 K 5827—Bright green, med. blue and violet
 floral print.....\$8.84



Coachman Fashion in lustrous, pebbly textured acetate. Skirt is softly pleated in front, smooth 3-gore back; side zipper. Dry clean. Shipping weight 10 oz.

Half sizes 14½, 16½, 18½, 20½, 22½, 24½. State size.
 X31 K 3723—Navy with white dots.....\$6.84
 Tall Women's sizes 38T, 40T, 42T, 44T. State size.
 X31 K 3724—Navy with white dots.....\$7.54

2 Trim, Tailored Look of this dress is set off by deep white cuffs. Finely ribbed fabric of acetate and rayon. Set-in waistband in front; multigored skirt; side zipper. Detachable cuffs. Dry clean. Half sizes 14½, 16½, 18½, 20½, 22½. State size.
 X31 K 6668—Navy blue X31 K 6669—Black
 Shipping weight 1 lb. 8 oz.....\$10.84

Measure to Be Sure . . . see page 646



[1] Also Tall
Women's sizes



[4]



The Faille Outfit

[1] Eased jacket, slim dress in fine-rib acetate and rayon. Dress has short sleeves, banded scoop neck; back zipper. Dry clean.
State size. Wt. 1 lb. 12 oz.
Half sizes 14½, 16½, 18½,
20½, 22½, 24½.
V31 K 7534—Navy
V31 K 7535—Black \$13.84
Tall Women's sizes* 38T,
40T, 42T, 44T.
V31 K 7536—Navy
V31 K 7537—Black \$14.84

[2] Dressmaker look in a finely ribbed fabric of acetate-and-rayon. The jacket is distinctively detailed with a deep shoulder yoke of fine pin tucks, front and back. Slim skirt; side zipper. Dry clean. Hat shown sold in millinery section.
State size.
Half sizes 14½, 16½, 18½,
20½, 22½, 24½.
Order correct size.
Shpg. wt. 1 lb. 1 oz.
X31 K 6670—Navy
X31 K 6671—Black \$11.54

[3] Handsome belted fashion of finely ribbed acetate-and-rayon. Trim-fitting jacket is set aglitter with rhinestone-centered buttons; belt loops front and back. Slim skirt; side zipper. Dry clean.
Half sizes 14½, 16½, 18½,
20½, 22½, 24½.
Order correct size.
Shpg. wt. 1 lb. 1 oz.
X31 K 3732—Navy
X31 K 3733—Black \$6.84

[4] **The Jewelry.** Contrasting bright lustre and satin finish fresh-water simulated white pearls. Smart with black or navy. 10% fed. exc. tax incl.
4 K 3880E—4-row necklace adjusts from 14½ to 16¾ in. Wt. 10 oz. \$3.98
4 K 3882E—3-row bracelet with dangles. 7½ inches. Shpg. wt. 2 oz. 2.00
4 K 3881E—Earrings, clip back. 7/8 inches. Shpg. wt. 2 oz..... 2.00



Also
Larger Women's
sizes

*Need it now? Just "Charge It" . . .
see inside front cover*

Handsome Textured Fabrics

Versatile costume in shantung-textured cotton and Cupioni® rayon. Slim dress is sleeveless with scoop neckline, front and back; side zipper. Brief jacket is fitted. Dry clean.

Half sizes 14½, 16½, 18½,
20½, 22½, 24½. State size.

X 31 K 3720—Navy blue

X 31 K 3722—Dark brown

X 31 K 3721—Black

Shpg. wt. 11 oz. \$6.84

Casual dress in a rich-textured fabric of 92% rayon with 8% silk. Step-in style zips to below waist with tab-trimmed fly front closing; shoulder flanges. Hand wash separately.

Half sizes 14½, 16½, 18½,
20½, 22½, 24½. State size.

X 31 K 5833—Parakeet

(light) blue

X 31 K 5834—Navy

Shpg. wt. 1 lb. \$9.54

Attractive coat dress in shantung-textured rayon. Tucked 'n' gored skirt; white overcollar. Hand wash alone. Shpg. wt. 2 lbs. Half sizes 14½, 16½, 18½,
20½, 22½, 24½. State size.

X 31 K 6685—Navy

X 31 K 6686—Black \$10.84

Larger Women's sizes 46,

48, 50, 52. State size.

X 31 K 6687—Navy

X 31 K 6688—Black \$11.84

Numbers on these 2 pages beginning with "V" shipped from Philadelphia or Chicago, whichever is nearer; with "X" from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Others from mail order house. Allow postage from mail order house



Embroidery

Youthful dress of linen-look rayon with richly embroidered white panel and open-work. High V-neckline and zipper in back. Unpressed pleated skirt. Hand wash separately.

Half sizes 12½, 14½, 16½,
18½, 20½, 22½. State size.

Shpg. wt. 1 lb. 5 oz.

V 31 K 7540—Copper tan

V 31 K 7541—Light

green..... \$12.84

linen-look fabric



Touches of White on a coatdress with tucked 'n' gored skirt. Rayon with airy leno weave; hand wash separately. *State size.*

Half sizes 14½, 16½, 18½, 20½, 22½, 24½. Shpg. wt. 1 lb.

X31 K 3734—Navy blue

X31 K 3735—Lilac

X31 K 3736—Beige.....\$6.84

Larger Women's sizes 46, 48, 50, 52. Shpg. wt. 1 lb.

X31 K 3737—Navy blue

X31 K 3738—Lilac

X31 K 3739—Beige.....\$7.54

Color-matched Embroidery, lavishly done in a handsome, all-over pattern on fine quality rayon. Dress has piping of acetate satin around the neckline. Back has long zipper and high V-neckline. Rhinestone pin included. Hand wash separately. *Half sizes 12½, 14½, 16½, 18½, 20½, 22½. State size.*

X31 K 6672—Ivory

X31 K 6673—Lt. open blue

Shipping weight

1 pound 8 ounces.....\$10.84



Lace Flowers bloom on the front of this coat dress. Side-seam pockets. Rayon . . . hand wash separately. *Order correct size.*

Half sizes 14½, 16½, 18½, 20½,

22½, 24½. Shpg. wt. 1 lb. 6 oz.

X31 K 5825—Lilac

X31 K 5826—Rose pink.....\$8.84

Tall Women's 38T, 40T, 42T,

44T. Shpg. wt. 1 lb. 6 oz.

X31 K 5855—Lilac

X31 K 5856—Rose pink.....\$9.54

White Tassel and Braid embroidery add a dashing touch to this dress and its brief jacket. Dress has a high neckline in back; side zipper. Firmly woven rayon . . . hand wash separately. *Order correct size.*

Half sizes 12½, 14½, 16½, 18½,

20½, 22½; Women's sizes 38,

40, 42, 44. Shpg. wt. 1 lb. 3 oz.

X31 K 5837—Lilac

X31 K 5838—Beige.....\$9.84

More Tall Women's sizes on pages 47, 48, 51 and 63.

Dresses on these 2 pages shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Allow postage from your Mail Order House. Measure before ordering . . . see page 646.